C175-1

Broadcasting Sep 16

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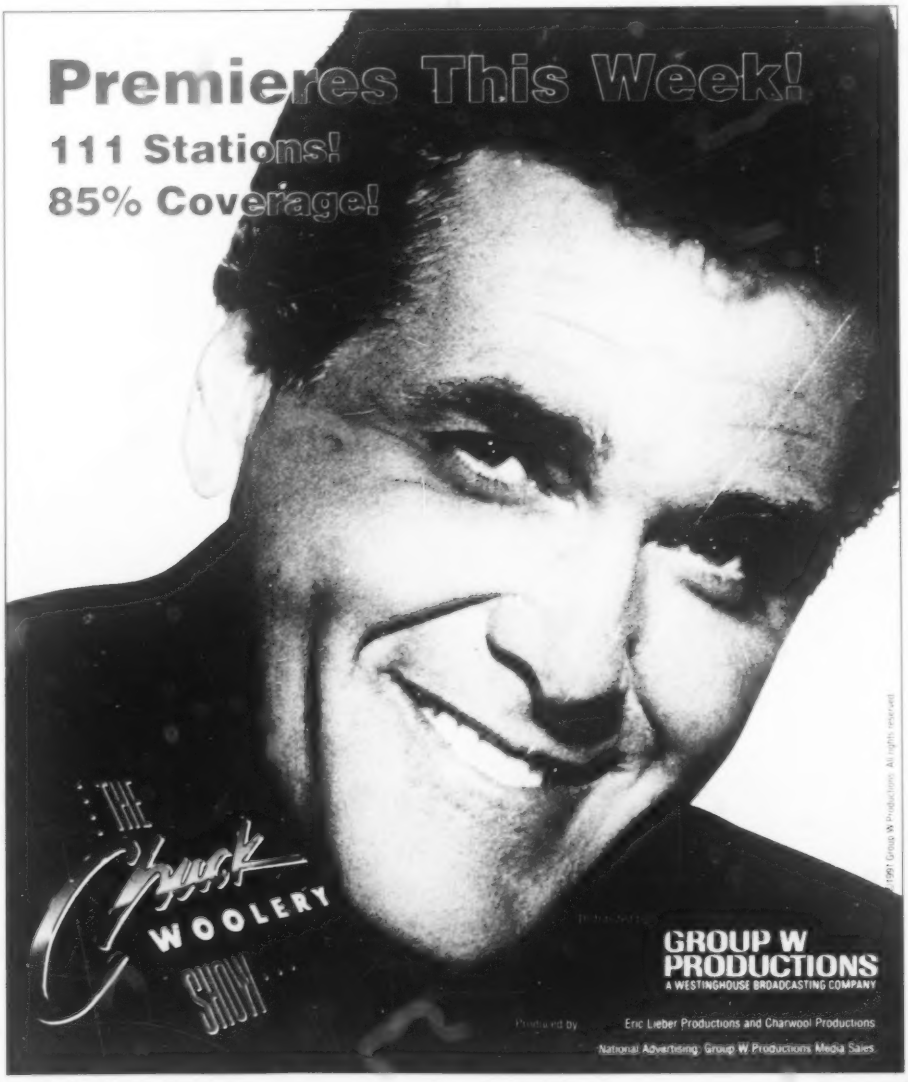
Cosby's 'Bet Your Life,' future challenger to 'Wheel' and 'Jeopardy'?

RADIO / 33
Advertisers use format fragmentation to target specific lifestyles

CABLE / 37
MSO's begin budgets for '92, consider more aggressive fiber rollout

WASHINGTON / 44
Competing application filed for NBC O&O WRC-TV Washington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Broadcasting

Vol. 121 No. 12 $2.95

Radio '91: Debating the DAB dilemma

Early returns on fall TV season

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THIS WEEK

19 / EARLY RETURNS ON NEW SEASON

The days of fall-launch tidal waves are over: this year's new season began in July, with the Fox premiere of *Beverly Hills, 90210*, continues into the week of Sept. 23, the "official" start, and ends the third week in October. The stagger strategy has been a boon to Fox, whose debuts to date have broken records: *Beverly Hills* scored its highest rating ever with the July show; the debut of *Married...with Children* was the top-rated series for the week—a Fox first—and its new *Herman's Head*, which followed *Married...*, won its time period.

21 / ODDS ON MARSHALL

With more than nine months left in her current term, FCC Commissioner Sherrie Marshall's prospects for reappointment are already the hot topic among handicappers in communications circles. The reason for the early oddsmaking: Marshall has a good shot at becoming the next FCC chairman, provided she is returned to the agency and current chairman Alfred Sikes declines another turn at his post. Sikes is said to oppose her reappointment in the wake of her success at stymieing some of his initiatives, including his attempted repeal of the fin-syn rules.

22 / RADIO MOOD

Attendees at Radio '91 had mixed emotions about what the future holds.

Season premiere week now extends from July to October, and Fox's early starts seem to have helped shows' ratings; clockwise from top left: ABC's 'MacGyver,' CBS's 'Trials of Rosie O'Neill,' NBC's 'Fresh Prince' and Fox's 'Married...with Children' (page 19).

Advised by several speakers that they should bring to bear their penchant for adaptability and embrace DAB, many broadcasters wished that it were coming at any other time but the recessionary present. Attendance was down from Radio '90, but working sessions—on DAB, radio management, programing and sales—were SRO.

23 / NAB'S DAB ADO

Four days of discussion and debate at Radio '91 on digital audio broadcasting yielded such assessments as "threat," "inevitable" and "can of worms" from broadcasters who wondered about the haste with which the technology is proceeding. The NAB's exclusive focus on the Eureka 147 system was a target of criticism; as a result, the NAB's DAB task force concluded that "the radio industry must develop other options for the implementation of DAB."

25 / CUT COSTS, SAY PRESIDENTS

The four network TV presidents, meeting in Los Angeles, decried high production costs as a threat to the long-term health of the industry. One money-saver, suggested CBS's Jeff Sagansky, would be a switch to more tape technology in place of the more expensive film alternative. Among each president's predictions for shows likely to garner critical aclaim: *Sibs* (ABC), *I'll Fly Away* (NBC), *Herman's Head* (Fox) and *Brooklyn Bridge* (CBS).

26 / NEW TIME WARNER CABLE GROUP

HBO President and COO E. Thayer Bigelow has been named to head Time Warner Cable Programing, a new entity consolidating Time Warner's holdings in TBS, a 150-channel Queens system, a planned New York news channel and a local origination station in Rochester. A large part of his position, Bigelow said, will be to develop possibilities for national roll-outs. Bigelow will be succeeded at HBO by Executive Vice President and CFO Jeff Bewkes.

27 / PILOT TAPING FOR 'BET YOUR LIFE'

Carsey-Werner Co. and Bill Cosby trekked to Philadelphia—the star's hometown—for a pilot taping of *You Bet Your Life*, a revival of the Groucho Marx quiz show set for 1992 syndication. Audience reaction, according to a reporter who obtained tickets, was enthusiastic. According to a statement Cosby made before the taping, plans are to produce the show in Philly.

28 / NBC'S FLIGHT TO PHOENIX

NBC News and its Phoenix affiliate KPNX(TV) teamed up last week for a cooperative version of the *NBC Nightly News*, broadcast live from the city and featuring local issues of national import. Increased competition from local newscasts and CNN spurred the experiment, and network executives were pleased enough with the outcome to suggest similar forays—perhaps once a month—for the future.

33 / MOVING TARGET

Advertisers and agencies are starting to take advantage of radio's ability to break down the unwieldy 25-54 demographic into targetable sub-groups. The

first of the general media to fragment into sub-formats, radio has enhanced its ability to reach specific lifestyles by offering prepared mission statements defining the target audience. Thanks to the development of the varying format brands—CHR, AHR, AC, new AC, soft AC, oldies, AOR, classic rock and variations of country—stations and advertisers alike now can pick specific categories of potential customers.

34 / HELLO TO TRIMULCASTING

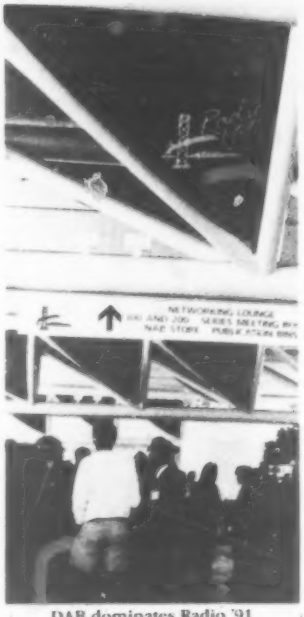
Pending FCC approval of the sale of two of the stations, a California broadcaster plans simultaneous transmissions over three same-frequency class-A FM's in adjacent southern California markets. John Douglas, president of Douglas Broadcasting, paid approximately $20 million for the three stations, which he hopes will provide an uninterrupted signal over the 200 miles between Escondido and Santa Barbara, a stretch that includes Los Angeles.

37 / SPRINT TO 550

Taking a look at their new fiscal year capital budgets, MSO's are wondering whether the next upgrade shouldn't bypass the 450-mhz rung and move straight on to 550. Such a jump would allow operators not only to program 78 channels but would also leave them positioned to handle compression when it arrives later in the decade.

38 / NEW CONTRACTS FOR SPORTSCHANNEL

The newly merged regional sports network in the San Francisco Bay area—the basic/pay hybrid SportsChannel Pacific—is approaching affiliates with a contract calling for pay



DAB dominates Radio '91 convention (page 22)

penetration guarantees of 6-8%. Operators have some leeway in pricing the service but must reach certain revenue thresholds. The base guarantees offered by SportsChannel may have engendered a new attitude by TCI: once an opponent of the concept, the MSO has changed its philosophy now that its Liberty Media spinoff owns half of SportsChannel.

40 / SUITABLE ADS AND 'THE POPE'

The rejection by all three networks of spots for the controversially titled Miramax film "The Pope Must Die" has raised the oft-asked question: does quashing a piece generate more publicity than the work would get going unencumbered into the market? Standards and practices executives believe such free publicity is the point of some submissions, but Miramax says it has mixed feelings about the brouhaha. "Controversy for a comedy is not necessarily the greatest thing in the world," said one Miramax executive, who added that the company has no plans for legal action against the networks.

44 / COMPETITION FOR NBC O&O

The number of competing applications and petitions to deny filed in the first batch of the television renewal cycle has surprised some industry watchers: earlier predictions said that new FCC rules on abuse of process and settlement limits would dampen activity. Washington broadcasters are facing a number of challenges: a competing application for NBC-owned WRC joins a roster that includes petitions to deny licenses for all major Washington stations, filed by Hispanic groups, and petitions against Gannett-owned WUSA(TV).

45 / MEDIA'S IMPACT ON CONGRESS

What kind of a role does the ubiquitous TV camera—and the rest of the Capitol Hill media—play in the legislative process? An insignificant one, argues Stephen Hess, senior fellow at the Brookings Institution, in his book *Live from Capitol Hill! Studies of Congress and the Media*. Hess says that, with all the attention focused on big-name senators and scandals, TV doesn't really affect the process in an important way. Hill press people questioned Hess's conclusions: "The most dangerous place to be on Capitol Hill [is] between a TV camera and a congressman," said one staffer.

46 / PLEA FOR COMPULSORY LICENSES

A consensus seems to be building that eligibility for compulsory licenses to retransmit broadcast signals, currently the exclusive privilege of cable systems and, until 1995, satellite carriers, should be extended to wireless cable and SMATV. The FCC joined the industries in asking the Copyright Office to grant compulsory license to these cable competitors.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
Monday Sep 2	ABC 14.8/26			27. Sports Illustrated Prev [7.3/14] /13 7.8/14		1. NFL Monday Night Football*—San Fran 49ers vs. NY Giants [18.3/32] 17.5/30	19.9/32	19.6/32	17.2/30
	CBS 12.1/21			3. Evening Shade [10.9/20]	17. Major Dad [12.2/21]	22. Murphy Brown [11.9/19]	13. Designing Wm [12.4/20]	12. Northern Exposure [12.5/22] 12.4/21	12.6/23
	NBC 9.6/16			38. Fresh Prince [9.9/19]	57. Blossom [8.6/15]	44. NBC Monday Night Movies—Maybe Baby [9.7/16] 8.9/15	9.5/15	10.1/17	10.2/19
Tuesday Sep 3	ABC 12.2/			7. Full House [14.3/25]	8. Who's the Boss? [14.2/24]	3. Roseanne [17.2/28]	6. Coach [14.4/24]	71. Thirtysomething [6.6/12] 6.7/12	6.6/13
	CBS 10.7/18			36. Rescue: 911 [10.1/ 7] 9.5/17	10. /18	31. CBS Tuesday Night Movie—The Operation [11.0/19] 10.0/16	10.6/17	11.9/21	11.4/22
	NBC 11.0/19			38. Matlock [9.9/17] 9.5/17	10.4/17	27. Heat of the Night [11.5/19] 10.9/18	12.0/20	25. Law and Order [11.6/21] 11.5/20	11.8/23
Wednesday Sep 4	ABC 10.6/19			27 Dinosaurs [11.5/21]	31. Wonder Years [11.0/19]	11. Doogie Howser [12.8/21]	21. Davis Rules [12.1/20]	59. Anything But Love [8.3/15]	62. Married People [7.9/16]
	CBS 8.7/16			79. Rescue 911 [6.0/11] 5.7/10	6.4/11	34. Jake and the Fatman [10.7/18] 9.9/17	11.5/19	48. 48 Hours [9.4/18] 9.8/18	9.0/18
	NBC 11.0/20			9. Unsolved Mysteries [14.2/24] 13.0/24	15.0/26	30. Against All Odds [11.1/19]	56. Seinfeld [8.7/15]	50. Quantum Leap [9.1/17] 8.7/16	9.4/19
Thursday Sep 5	ABC 7.6/14			69. Fthr Dowling Mysteries [7.0/12] 6.7/12	7.2/12	70. American Detectives [6.9/12] 6.1/10	7.7/13	54. Primetime Live [8.8/18] 9.1/17	8.6/18
	CBS 7.4/13			60. Top Cops [8.2/15] 7.9/14	8.6/15	71. Trials of Rosie O'Neill [6.6/11] 6.3/10	6.8/11	65. Verdict Special [7.5/14] 7.3/13	7.6/14
	NBC 11.9/21			17. Cosby [12.2/22]	10. A Different World [13.2/23]	5. Cheers [14.7/24]	17. Wings [12.2/20]	45. L.A. Law [9.6/17] 9.6/17	9.6/18
	FOX 8.0/13			54. Simpsons [8.8/16]	79. Parker Lewis [6.0/10]	58. Beverly Hills 90210 [8.5/14] 8.2/13	8.7/14		
Friday Sep 6	ABC 10.5/21			38. Family Matters	Sat Morning /20]	49. Perfect Strang. [9.3/18]	52. Growing Pains [8.9/17]	13. 20/20 [12.4/24] 12.2/23	12.6/25
	CBS 7.2/14			73. Fantastic Facts [6.5/13]	he [6.5/13]	65. CBS Friday Night Movie—Single Women, Married Men [7.5/15] 7.4/14	7.5/14	7.6/15	7.6/15
	NBC 9.7/19			42. Real Life w/J. Pauley* [9.8/20]	52. Expose* [8.9/18]	42. NBC Movie of the Week Friday—Deep Dark Secrets [9.8/19] 9.0/18	9.8/19	10.0/19	10.5/20
	FOX 5.6/11			81. America's Most Wanted [5.8/12] 5.1/11	6.6/13	84. World's Greatest Stunts [5.3/10] 5.2/10	5.5/11		
Saturday Sep 7	ABC 6.0/12			84. ABC World of Discovery [5.3/11] 5.1/11	5.4/11	77. The Young Riders [6.4/13] 5.1/10	6.1/12	7.1/14	7.5/16
	CBS 7.1/14			64. CBS Saturday Movie—Police Academy 5: Assnmnt Miami Beach [7.7/15] 6.0/13	7.5/15	8.4/16	8.8/17	81. Mimi & Me [5.8/12] 6.2/13	5.4/11
	NBC 10.1/20			37. Golden Girls [10.0/21]	27. Golden Girls [11.5/23]	13. Empty Nest [12.4/24]	35. Dear John [10.5/20]	61. Sisters [8.0/17] 8.0/16	7.9/17
	FOX 5.9/12			73. Cops [6.5/14]	68. Cops 2 [7.2/14]	83. Totally Hdn. Video [5.4/10]	88. Best of the Worst [4.4/9]		
Sunday Sep 8	ABC 9.2/16	78. Life Goes On [6.3/12] 5.8/12	6.8/13	16. Am. Fun. H. Videos [12.3/21]	17. Am. Funniest People [12.2/20]	50. ABC Sunday Night Movie—To Sav Child [9.1/15] 8.2/13	9.1/15	9.6/17	9.6/18
	CBS 12.8/23	4. 60 Minutes [16.2/32] 14.6/30	17.8/34	22. Murder, She Wrote [11.9/20] 11.7/20	12.1/20	25. CBS Sunday Movie—Lies Before Kisses [11.6/20] 11.0/18	11.7/19	11.8/20	11.8/22
	NBC 6.8/12	90. Cartoon Spectac. [4.8/8] 4.9/10	3.6/7	86. Unsolved Mysteries [5.0/9] 5.2/9	6.7/11	63. NBC Sunday Night Movie—Blind Faith Part 1 [7.8/13] 6.9/11	7.4/12	8.0/14	8.7/16
	FOX 8.9/16	88. Am.Cutest Kids [4.4/9]	87. Parker Lws [4.7/9]	47. In Living Color [9.5/17]	45. Roc [9.6/16]	2. Married/Chdn* [17.9/29]	22. Herman's Head* [11.9/20]	73. Sunday Comics [6.5/12] 6.9/12	6.0/11

WEEKLY PRIME TIME AVERAGE	ABC 10.1/19	CBS 9.6/18	NBC 9.9/18	FOX 7.4/14
SEASON PRIME TIME AVERAGE	ABC 11.2/20	CBS 11.2/20	NBC 11.4/20	FOX 6.3/11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING/SHARE RANKING/SHOW [PROGRAM RATING/SHARE] HALF-HOUR RATING/SHARE SOURCE: A.C. NIELSEN

reality, I guess it could happen," but on paper, Doak said, it would be a stretch to predict that a continuous, uninterrupted signal could be achieved.

Whether or not the signal is prone to interference, radio consultant Jim Duncan sees the trimulcast as the start of a trend. "I think it's a good idea, and you're going to see a lot more of it. It's a natural response to the overcompetition we have in some of these markets, for stations to confederate and increase their market power and also decrease the amount of competition in the market."

The price for the stations was less than $20 million, including an estimated $17 million for KMAX, a potential bargain considering the market size. But Duncan cautioned against comparing the stations' market value to a class B station. "It's like taking a bunch of sapphires and saying they're equal to this one diamond," he said. "There's just a lot more 'oomph' in the marketplace as far as credibility with advertisers if you have that one big stick versus three or four little ones. I just don't think that they can count on, at the end of this, having a value for those properties in any way approximate to the value of a good class B." But if the arrangement is successful, Duncan said, it will increase the value of the individual stations.

Douglas has not yet committed to a definite format, although he is considering sticking with the mix of black and Asian- and Hispanic-language programming he broadcasts at KMAX. "That's the format we've had so far.... It has worked for us, the trend [minority growth] is there, so it makes sense to at least explore that." –JG

TRACKING HISPANIC FORMATS

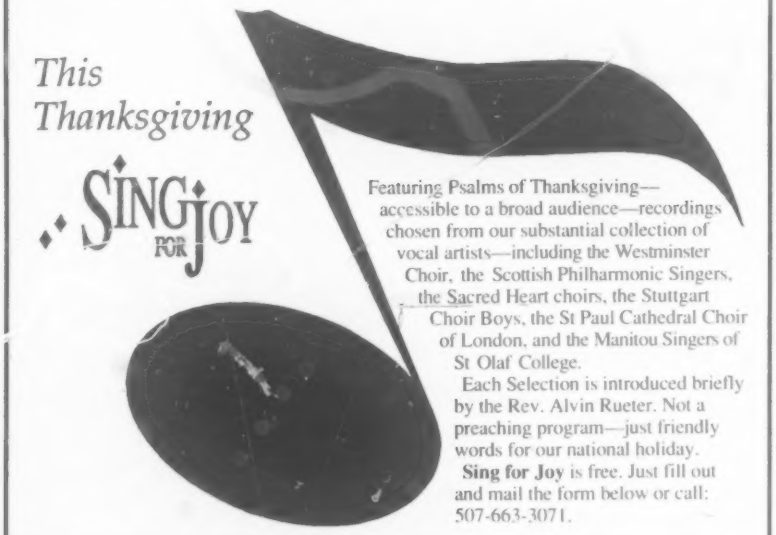
Birch

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	33%	27%	23%
Ranchera/contemp Spanish hits	24%	20%	18%
Ranchera/nortena	12%	18%	19%
Ranchera	1%	3%	5%
Nortena	0%	1%	1%
Chicano	5%	5%	4%
Tex Mex	3%	6%	8%
Soft int'l hits	5%	2%	2%
Top 40 Spanish hits	6%	7%	12%
Spanish news/talk	11%	11%	10%

Arbitron

Format	Spring '89	Spring '90	Spring '91
Contemp int'l hits	37%	36%	28%
Ranchera/contemp Spanish hits	20%	17%	16%
Ranchera/nortena	14%	15%	23%
Ranchera	0%	2%	2%
Nortena	3%	1%	1%
Chicano	3%	2%	1%
Tex Mex	5%	7%	8%
Soft int'l hits	6%	4%	4%
Top 40 Spanish hits	5%	7%	10%
Spanish news/talk	10%	9%	7%

Source: Katz Hispanic Radio Research



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Station _____

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TOP SPANISH FORMAT: CIH

Contemporary international hits (CIH) is the most popular format for Spanish-language radio, according to Katz Hispanic Radio's just-released report on spring 1991 national format averages. Both Arbitron and Birch numbers show CIH as the most popular. The analysis also found that the other Spanish-language formats showed "stable" or increased "time spent listening" numbers. Janet Therrien, vice president and director of marketing, Katz Hispanic Radio, and the study's author, cautioned that the findings should be used primarily for "directional purposes," as the number of stations in some formats is very small.

Arbitron added four markets to its list of Hispanic market reports for the spring 1991 survey, bringing the number to 20. Trending in the report was based on 20 markets for spring 1991 and 16 markets for both spring 1990 and 1989.

The report marks the first analysis since the switch by Birch to primary-language weighting in summer 1990. The year-to-year comparisons (see chart) take that into account.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WMMO(FM) Orlando, Fla. □ Sold by Radio Orlando to Granum Communications Inc. for $8.15 million. **Seller** is headed by James E. Martin Jr., managing partner, who is also partner in WAYP(FM) Holmes Beach, Fla., and WGCO(FM) Jessup, Ga. **Buyer** is headed by Herbert W. McCord, and is partnership with Wall Street firm Kohlberg, Kravis, Roberts & Co. Granum Communications also owns KDBN(AM)-KCDU(FM) Dallas. WMMO has adult rock format on 98.9 khz with 38 kw and antenna 440 feet above average terrain. *Broker: Media Services Group Inc.*

KMLO(FM) Fallbrook, Calif. (San Diego-North County) □ Sold by Galaxy Broadcasting Group to KMLO Inc. for $1.25 million. **Seller** is headed by Robert I. Jacobson, and has no other broadcast interests. **Buyer** is owned by N. John Douglas (55%), Prudential Insurance Co. (40.5%) and Pruco Life Insurance Co. (4.5%). Douglas plans to simulcast station along with KMAX(FM) Arcadia and KAGR(FM) Ventura, both Calif. KMLO Inc. is owned by Douglas Broadcasting Inc., which controls, through various subsidiaries, licensee of KMAX(FM) Arcadia, KEST(AM) San Francisco, KWWN(FM) Placerville and KOBO(AM) Yuba City, all California. Douglas also has interests in WKNR(AM) Cleveland. KMLO has light adult contemporary format on 107.1 mhz with 3 kw and antenna 300 feet above average terrain.

WXLY(FM) North Charleston, S.C. □ Sold by N. Charleston Radio Broadcasters Inc. to North Charleston Radio Corp. for $1.1 million. **Seller** is headed by Beverly Poston, and is 100% controlled by Bahakel Communications Ltd., which is licensee of seven AM's, eight FM's and eight TV's. **Buyer** is headed by Kenneth H. Maness; 100% voting stock is owned by Bloomington Broadcasting Corp., which owns three AM's and five FM's. WXLY has oldies format on 102.5 mhz with 100 kw and antenna 1040 feet above average terrain. *Broker: Gordon Rice Associates.*

WFRL(AM)-WXXQ(FM) Freeport, Ill. (Rockford) □ Sold by Freeport Radio Associates to Stateline Broadcasting Inc. for $900,000. **Seller** is headed by Arnold M. Zaff, and has no other broadcast interests. **Buyer** is headed by Harish Puri and Thomas Imhoff, and has no other broadcast interests. WFRL has adult contemporary format on 1570 khz with 5 kw day and 500 w night. WXXQ has CHR format on 98.5 mhz with 50 kw and antenna 450 feet.

KABI(AM)-KSAJ-FM Abilene, Kans. □ Sold by Warner Stations to Eagle Broadcasting Inc. for $650,000. **Seller** is headed by Norton Warner and also owns four AM's three FM's. **Buyer** is headed by John K. Vanier, and has no other broadcast interests. KABI has adult contemporary format format on 1560 khz with 250 w day. KSAJ-FM has oldies format on 98.5 mhz with 100 kw and antenna 443 feet above average terrain. *Broker: Jorgenson, Chapin & Co.*

WDOE(AM)-WCQA(FM) Dunkirk-Fredonia, N.Y. □ Sold by Chautauqua Broadcasting Corp. to Tri-County Broadcasting Inc. for $650,000. **Seller** is headed by Vincent T. Ridikas, and has other broadcast interests. **Buyer** is headed by E. Michael Boyle and is licensee of WCED(AM)-WOWQ(FM) Dubois, Pa. Directors of Tri-County Broadcasting are also stockholders of Derrick Publishing Co. licensee of WKSN(AM)-WHUG(FM) Jamestown, N.Y. WDOE has adult contemporary format on 1410 khz with 1 kw day and 500 w night. WCQA has adult contemporary format on 96.5 mhz with 660 w and antenna 686 feet.

KEZV(FM) Spearfish, S.D. □ Sold by United Radio Group Inc. to Duhamel Broadcasting Enterprises for $525,000. **Seller** is headed by Richard J. Harr. Dean Sorenson, principal in seller, has 100% interest in five AM's and five FM's, and 50% interest in one AM and one FM. **Buyer** is headed by William F. and Peter A. Duhamel, and is licensee of KOTA-AM-TV Rapid City and KHSD-TV Lead, both South Dako-

Continues on page 43.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$470,000** □ **5**

FM's □ **$3,458,000** □ **9**

AM-FM's □ **$2,905,000** □ **7**

TV's □ **$210,000** □ **2**

Total □ **$7,043,200** □ **23**

Year to Date:

AM's □ **$59,649,080** □ **196**

FM's □ **$154,851,646** □ **198**

AM-FM's □ **$182,338,972** □ **144**

TV's □ **$926,034,200** □ **63**

Total □ **$1,322,873,898** □ **601**

For 1990 total see Jan. 7, 1991 BROADCASTING.

CLOSED!

WUSQ-AM/FM, Winchester, Virginia from **The Holt Corporation of Virginia**, Arthur Holt, President to **Benchmark Communications**, Joe Mathias, Phillip Rainwater and Bruce Spector, Partners for **$3,400,000.**

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OR; KTVB(TV) Boise, ID, and KHNL(TV) Honolulu, KOGG(TV) Wailuku and KHBC-TV Hilo, all Hawaii (see "For the Record," Sept. 9). **Seller** is headed by Priscilla Bullitt Collins and Dorothy Stimson Bullitt, sisters, and sold KING-AM-FM Seattle ("Changing Hands," July 15). King Broadcasting is also selling KGW(AM)-KINK(FM) Portland, OR, and KSFO(AM)-KYA(FM) San Francisco. **Buyer** is headed by Frank T. Nickell, Trygve E. Myhren and Jack C. Clifford. Providence Journal Co. operates, through various subsidiaries, WCNC-TV Charlotte, NC; WHAS-TV Louisville, KY; KGSW-TV Albuquerque, NM, and KMSB-TV Tucson, AZ. Action Aug. 27.

■ **WHRD(AM) Huntington, WV** (BAL910712ED: 1470 khz; 5 kw-D)—Granted assignment of license from Marshall University Foundation Inc. to Southern Communications Corp. for $30,000. **Seller**'s board of directors is headed by Phil E. Cline, and has no other broadcast interests. **Buyer** is headed by R. Shane Southern, Ira W. Southern (90%) and Judy M. Southern (10%), and is licensee of WTWS(AM)-WCIR-FM Beckley, WV. Action Aug. 27.

■ **WMON(AM)-WZKM(FM) Montgomery, WV** (AM: BAL910424HC; 1340 khz; 1 kw-U; FM: BAPH910424HU; 93.3 mhz; 4 kw; ant. 218 ft.)—Granted assignment of license and CP (WZKM) from Upper Kanawha Valley Broadcasters Inc. to R-S Broadcasting Co. Inc. for $101,500. **Seller** is headed by Arthur Clark, George Waters, Ted Julian and Jeff Batten, and has no other broadcast interests. **Buyer** is headed by Vivian Jean Brown and Michael D. Brown, wife and husband, Sarah Agnes Johnson and C. Farrell Johnson (100%), and is licensee of WVAR(AM)-WCWV(FM) Richwood-Summerville, WV. Action Aug. 20.

■ **WOBG(FM) Salem, WV** (BAPH901019GI: 105.7 mhz; 250 w-D)—Granted assignment of CP from Salem Broadcasters to Hilber Corp. for $72,000. **Seller** is headed by Richard L. and Betty Lou Frame, and Donald L. and Judy V. Mills. Millses have interests in WBES-FM Dunbar, WV. **Buyer** is headed by Robert G. Steinhilber and Sally L. Steinhilber, and is licensee of WOBG(AM) Clarksburg, WV. Action Aug. 22.

■ **WGEZ(AM) Beloit, WI** (BAL901220EA: 1490 khz; 1 kw-U)—Granted assignment of license from Seehafer Broadcasting Corp to Great Radio Broadcasting Group for $300,000. **Seller** is headed by Donald Seehafer, and owns WOMT(AM)-WQTC-FM Manitowoc; WXCO(AM)-WYCO(FM) Wausau, both Wisconsin, and KWEB(AM)-KRCH(FM) Rochester, MN. **Buyer** is headed by Stephen P. Walrath (50%), Elroy A. Voigt (25%) and Lana S. Voigt (25%), and has no other broadcast interests. Action Feb. 8.

■ **WKBH-AM-FM Holmen-Trempeleau, WI** (AM: BAL910620GO: 1570 khz; 1 kw-D, 500 w-N; FM: BALH910620GP: 105.5 mhz; 3 kw; ant. 531 ft.)—Granted assignment of license from Continental Broadcasting of La Crosse to Riverview Communications Inc.; in consideration, Continental Broadcasting and Riverview Communications agree to dismiss with prejudice all claims and counterclaims made by parties in La Crosse County court case Continental v. Riverview. **Seller** is headed by David Peschau, and has no other broadcast interests. **Buyer** is headed by Patrick Delaney (45.6%), Joseph Roskos (31.1%), Michael Schmitz (17.1%) and Marge Neader (6.2%). Delaney has 51% interest in DN Communications Inc., licensee of WOSX(FM) Spencer, WI. Action Aug. 20.

NEW STATIONS

Applications

■ **Ceres, CA** (BPFT910813KE)—BET Nahraun Inc. seeks ch. 23; 15 [illegible]; ant. 47 m. Address: P.O. Box 4116, Modesto, [illegible] 95352. Principal is headed by William Dadesho, and has no other broadcast interests. Filed Aug. 13.

■ **Panama City Beach, FL** (BPCT910815KF)—Bowers Network Inc. seeks ch. 46; 2,450 kw; ant. 359 m. Address: 4520 Park Breeze Court, Orlando, FL 32808. Principal is headed by Claud W. Bowers, who has interests in Sharp Communications Inc., licensee of WACX(TV), Leesburg, FL. Filed Aug. 15.

■ **Panama City Beach, FL** (BPCT910815KE)—Beach TV Properties Inc. seeks ch. 46; 1,268 kw; ant. 167 m. Address: 8317 West Hwy 98, Ste. 23, Panama City, FL 32407. Principal is headed by Jud Colley and Tonita Davis, and is licensee of LPTV's at Panama City, Key West and Destin, all Florida; Cape May, NJ, and Charleston, SC. Davis is permittee of LPTV at Perdido Key, FL. Filed Aug. 15.

■ **Union City, TN** (BPH910808MC)—Twin State Broadcasting Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 329 S. Second St., Union City, TN 38261. Principal is headed by Rodney Taylor, and has no other broadcast interests. Filed Aug. 8.

■ **Union City, TN** (BPH910808MD)—River Radio Inc. seeks 105.7 mhz; 6 kw; ant. 100 m. Address: 300 N 4th St., Fulton, KY 42041. Principal is headed by Alvin E. McClain, who owns 49% of River County Broadcasting Corp., licensee of WKZT(AM) Fulton, KY. Filed Aug. 8.

Actions

■ **Fruithurst, AL** (BPH900301MF)—Granted app. of Steven L. Gradick for 102.7 mhz; 6 kw; ant. 100 m. Address: 12 First Ave. W., Fruithurst, AL 36262. Principal owns 100% WKNG Inc., licensee of WKNG(AM) Tallapoosa, GA. Action Aug. 20.

■ **Fruithurst, AL** (BPH900301MG)—Dismissed app. of Evergreen Communications Co. for 102.7 mhz; 3 kw; ant. 106 m. Address: 705 N. Main St., Roanoke, AL 36274. Principal is headed by James C. Vice and Kay C. Vice, and has no other broadcast interests. Action Aug. 20.

■ **Agana, GU** (BPED890830MD)—Granted app. of Catholic Educational Radio for 90.9 mhz; 3.1 kw; ant. 151 m. Address: Archdiocese of Agana Inc., Cuesta San Ramon, Agana, GU 96910. Principal is headed by Brigido U. Arroyono, and has no other broadcast interests. Action Aug. 15.

■ **Arcola, IL** (BPH901228MA)—Granted app. of Rollings Communications of Illinois Inc. for 107.9 mhz; 6 kw; ant. 100 m. Address: 400 N. Broadway Ave., Urbana, IL 61801. Principal is headed by Mark Rollings, and is licensee WUFI(AM)-WZNF(FM) Rantoul, IL. Action Aug. 16.

■ **Herrin, IL** (BPH890405ME)—Granted app. of Herrin Broadcasting Inc. for 92.7 mhz; 3 kw; ant. 99 m. Address: 2279 Springs Landing Blvd., Longwood, FL 32779. Principal is headed by Barbara Reichel, and has no other broadcast interests. Action Aug. 15.

FACILITIES CHANGES

Actions

AM's

■ **Vero Beach, FL** WAVW(AM) 101.7 mhz—Aug. 19 application (BMLH891207KG) granted mod. of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL
Commercial AM	4,988	235	5,223
Commercial FM	4,482	1,010	5,492
Educational FM	1,473	294	1,767
Total Radio	**10,943**	**1,539**	**12,482**
Commercial VHF TV	556	17	573
Commercial UHF TV	570	171	741
Educational VHF TV	124	3	127
Educational UHF TV	232	11	243
■ Total TV	**1,482**	**202**	**1,684**
VHF LPTV	209	151	360
UHF LPTV	699	808	1,507
■ Total LPTV	**908**	**959**	**1,867**
FM translators	1,868	347	2,215
VHF translators	2,703	82	2,785
UHF translators	2,331	308	2,639

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.